編號: 274

國立成功大學 104 學年度碩士班招生考試試題

系所組別:企業管理學系甲、乙、丙組

考試科目:經濟學

考試日期:0212,節次:2

第1頁,共1頁

※ 考生請注意:本試題不可使用計算機。 請於答案卷(卡)作答,於本試題紙上作答者,不予計分。

1、請利用無差異曲線分析方法,畫圖並詳細分析以下問題:(25%)

(1)請說明消費者剩餘的概念,並說明對某商品X偏好較高者,其消費者剩餘愈大還是愈小?(請在圖 中標示出來,並說明原因,否則不予計分)(15%)

(2)請導出炫耀財之需求曲線。(10%)

2、請利用所得支出模型,畫圖並詳細分析以下各事件對一個國家總體經濟層面可能帶來之衝擊:(30%) (1)日圓持續貶值,對其 GDP、就業以及物價水準可能之影響?(15%)

(2)中央銀行採取寬鬆的貨幣政策,對一國之 GDP、就業、物價水準以及進出口之影響?(15%)

3 • Figure 1 illustrates the situation facing the publisher of the only newspaper containing local news in an isolated community.(35%)



- (1) On the graph, mark the profit-maximizing quantity and price and the publisher's total revenue per day.
 (10%)
- (2) At the price charged, is the demand for this newspaper elastic or inelastic? Why? (5%)
- (3) Draw a graph to illustrate and calculate the consumer surplus from newspapers and the deadweight loss created by the monopoly. Explain why this market might encourage rent seeking. (10%)
- (4) If the newspaper market were perfectly competitive, what would be the quantity, price, consumer surplus, and producer surplus? Mark each on the graph. (10%)
- 4 In the United Kingdom, the currency drain ratio is 38 percent of deposits and the reserve ratio is 2 percent.
 In Australia, the quantity of money is \$150 billion, the currency drain ratio is 33 percent of deposits, and the reserve ratio is 8 percent of deposits. (10%)
- (1) Calculate the U.K. money multiplier. (5%)
- (2) Calculate the monetary base in Australia. (5%)